

Abstract

5 Coordination of information at the network-based
level between call centers connectable over a
telecommunications network, such as the telephone
network, and a packet network, such as the Internet,
creates improved integration of and bonding between a
10 customer's interaction with a Web site and with a call
center. Information about the customer and the
customer's Web interaction are delivered to the call
center agent along with the call, leading to increased
productivity and efficiency in call handling as well as
15 improved call routing.

Calls may be routed to existing call centers based
upon information from the Web experience, and
information from the user's Web interaction is shared
with the call center. Web interaction information is
20 passed to existing call centers using known call center
external control methods, such as DNIS signaling.
Information about the Web experience may also be
"whispered" to the call center agent, and an agent may
"push" Web pages for review by the customer. As a
25 result, customer acquisition and sales tools more
powerful than a mere click-to-callback tool can be made
available with a combined marketing approach using the
Web and call centers.